

STATEMENT UNDER 37 CFR 3.73(b)Applicant/Patent Owner: Srinivas Venkata Rama GUTTAApplication No./Patent No.: Serial No. 10/552,804Filed/Issue Date: Filed 10/11/05Entitled: GENERATION OF IMPLICIT TV RECOMMENDER VIA SHOWS IMAGE CONTENTPACE MICRO TECHNOLOGY PLC, a Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☐ the assignee of the entire right, title, and interest; or2. ☐ an assignee of less than the entire right, title and interest.The extent (by percentage) of its ownership interest is _____ %
in the patent application/patent identified above by virtue of either:A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was _____ recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

OR

B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:1. From: Srinivas Venkata Rama GUTTA To: KONINKLIJKE PHILIPS ELECTRONICS N.V.The document was recorded in the United States Patent and Trademark Office at
Reel 017885, Frame 0072, or for which a copy thereof is attached.2. From: KONINKLIJKE PHILIPS ELECTRONICS N.V. To: PACE MICRO TECHNOLOGY PLCThe document was recorded in the United States Patent and Trademark Office at
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3. From: _____ To: _____

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Reel _____, Frame _____, or for which a copy thereof is attached.☐ Additional documents in the chain of title are listed on a supplemental sheet.☐ Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

September 10, 2008
DateEDMUND J. SEASE

Typed or printed name

515-288-3667

Telephone number

Edmund J. Sease
SignatureATTORNEY, Reg. No. 24,741

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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